

The Hollywood Media District Business Improvement District

Quarterly Report January – March 2011

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
13029 A Victory Blvd., #319
North Hollywood, CA 91606
818 780-9100 phone
818 780-9104 fax**

The Hollywood Media District BID
First Quarter Report
January – March 2011
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the running and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone services in the amount of five hundred forty seven dollars and thirty one cents (\$547.31); two hundred twenty five dollars (\$225.00) in water cooler expenditures in this quarter; utilities at a cost of nine hundred twenty nine dollars and ninety nine cents (\$929.99) and LADWP Outdoor Security Lighting Program at a cost of six hundred thirteen dollars and seventy five cents (\$613.75); the BID printed “green tags” which are left on vehicles notifying them of potential problems at a cost of eighty eight dollars and ninety cents (\$88.90); the BID purchased new lockers for the security team in the amount of one thousand three hundred seventy one dollars and eighty one cents (\$1,371.81).

The costs associated with the patrol vehicle included: gas and maintenance, registration and insurance at a cost of five thousand eight hundred fifteen dollars and twenty nine cents (\$5,815.29).

In this quarter, the BID incurred a total of one hundred fifty three thousand two hundred eighty nine dollars and thirty ninety one cents (\$153,289.91) for security services and seven thousand three hundred fourteen dollars and forty two cents (\$7,314.42) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD’s Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 1st quarter security expenditures were one hundred seventy six thousand sixty one dollars and thirty eight cents (\$176,061.38).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians;

empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

The Hollywood Media District BID

First Quarter Report

January – March 2011

Page 2

Total 1st quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were fifty one thousand sixteen dollars and seventeen cents (\$51,016.17).

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval. Total expenditures this quarter were three thousand thirty seven dollars and fifty cents (\$3,037.50).

Each year the BID donates funds to local non-profits within the boundaries of the district and LAPD Hollywood Division. In this quarter, the BID donated eleven thousand dollars (\$10,000.00) to Hollywood Police Activities League, LACER, Hollywood Boys and Girls Club and the Blank Theatre.

A total of four hundred seventeen dollars and fifty three cents (\$417.53) was paid for newsletter copying and postage. The BID removed holiday décor in the amount of five hundred forty dollars (\$1,755.00).

The BID purchased 13 Keystone Ridge litter receptacles to replace ones that were badly damaged at a cost of twelve thousand eight hundred seventy five dollars and twenty five cents (\$12,875.25).

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled six hundred forty four dollars and thirty four cents (\$644.34).

Total 1st Quarter Improvements and Marketing expenditures were thirty three thousand eight hundred fourteen dollars and sixty two cents (\$33,814.62).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health

The Hollywood Media District BID
Fourth Quarter Report
January – March 2011
Page 3

insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax, payroll services, gas reimbursement, postage, membership subscriptions and taxes.

Total management expenditures for this quarter were twenty three thousand one hundred ninety eight dollars and ten cents (\$23,198.10).

In this Quarter, the BID received four hundred ninety seven thousand eight hundred ninety six dollars and forty seven cents (\$497,896.47) in assessments, and ninety one dollars and eighteen cents (\$91.18) in total money market interest.

Special Projects/Contingency:

The BID held its Annual Meeting at a cost of two thousand six hundred ten dollars ninety seven cents (\$2,610.97). Each year the Board of Directors gathers for a holiday dinner; board members reimburse the BID however staff and several vendors are paid for. Total reimbursements for the holiday dinner were three hundred and fifteen dollars (\$315.00). The BID City/County collection fees were paid in the amount of twenty one thousand one hundred sixty four dollars and forty five cents (\$21,164.45).

11:44 AM
04/28/11
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
January through March 2011

	Jan - Mar 11
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	0.00
Property Tax Assessments - Other	497,896.47
Total Property Tax Assessments	497,896.47
Interest Income	91.18
Total Income	497,987.65
Expense	
Security	
green tags	88.90
Cell Phone/Telephone	547.31
office	
renovation	1,371.81
water cooler	225.00
Total office	1,596.81
Patrol Car	
registration	216.00
Insurance	4,403.80
gas/maintenance	1,195.49
Total Patrol Car	5,815.29
Security Camera	5,865.00
Admin	6,206.28
Admin Assistant	1,108.14
Security Services	153,289.91
Security Lights	613.75
Utilities - Security Office	929.99
Total Security	176,061.38
Cleaning and Maintenance	
Admin	3,465.00
Admin Assistant	1,108.14
Cleaning and Maintenance - Other	46,443.03
Total Cleaning and Maintenance	51,016.17
Improvements and Marketing	
litter receptacles	12,875.25
holiday decor	540.00
Newsletter	
Postage	220.00
Newsletter - Other	197.53
Total Newsletter	417.53
Admin	6,300.00
Admin Assistant	644.34
Community Improvement	
grants	10,000.00
MTA Grant	
Wayfinding Grant	3,037.50
Total MTA Grant	3,037.50
Total Community Improvement	13,037.50
Total Improvements and Marketing	33,814.62
Management	
Internet Service	100.00
Tax & License	50.00
Payroll Service	444.32
Management Consulting	8,085.42
Assistant	6,370.14
Insurance - Health	1,135.35
Taxes - Payroll	1,196.19

11:44 AM
04/28/11
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
January through March 2011

	Jan - Mar 11
Insurance	
Workers' Comp.	458.84
Insurance - Other	3,885.00
Total Insurance	4,343.84
Rent	95.40
Telephone	495.37
Memberships/Subscriptions	15.13
Postage/Messenger	81.87
Office Supplies	91.60
Meeting Supplies	591.03
Office Equipment/Maintenance	102.44
Total Management	23,198.10
Special Projects	
Holiday Dinner	-315.00
City/County Collection Fee	21,164.45
Total Special Projects	20,849.45
Total Expense	304,939.72
Net Ordinary Income	193,047.93
Net Income	193,047.93

11:45 AM
04/28/11
Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of March 31, 2011

	<u>Mar 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Private Bank Checking	10,314.29
Private Bank MM	282,036.44
Citibank	10,189.59
Wells Fargo	33,831.40
Total Checking/Savings	<u>336,371.72</u>
Total Current Assets	<u>336,371.72</u>
TOTAL ASSETS	<u><u>336,371.72</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Taxes Withheld	5,917.50
Total Other Current Liabilities	<u>5,917.50</u>
Total Current Liabilities	<u>5,917.50</u>
Total Liabilities	5,917.50
Equity	
Accumulated Fund Balance	137,406.29
Net Income	193,047.93
Total Equity	<u>330,454.22</u>
TOTAL LIABILITIES & EQUITY	<u><u>336,371.72</u></u>

The Hollywood Media District Business Improvement District

Quarterly Report April – June 2011

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
13029 A Victory Blvd., #319
North Hollywood, CA 91606
818 780-9100 phone
818 780-9104 fax**

The Hollywood Media District BID
Second Quarter Report
April – June 2011
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the running and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone services in the amount of four hundred ninety dollars and forty nine cents (\$490.49); one hundred eighty dollars (\$180.00) in water cooler expenditures in this quarter; utilities at a cost of three hundred twenty two dollars and seventy six cents (\$322.76) and LADWP Outdoor Security Lighting Program at a cost of one thousand two hundred one dollars and eleven cents (\$1,201.11); the BID ordered new uniform shirts at a cost of one thousand one hundred thirty three dollars and sixty four cents (\$1,133.64); the BID replaced the front door at the security office in the amount of one thousand nine hundred eighty two dollars and three cents (\$1,982.03); the BID printed “green tags” which are left on vehicles notifying them of potential problems at a cost of ninety nine dollars and eighty seven cents (\$99.87) and business cards in the amount of fifty three dollars and seventy eight cents (\$53.78).

The costs associated with the patrol vehicle included: gas and maintenance, registration and insurance at a cost of one thousand five hundred twelve dollars and fifty four cents (\$1,512.54).

In this quarter, the BID incurred a total of one hundred thirty three thousand two hundred eleven dollars and sixty four cents (\$133,211.64) for security services and six thousand eight hundred ninety one dollars and eighty eight cents (\$6,891.88) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD’s Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 2nd quarter security expenditures were one hundred fifty two thousand nine hundred forty four dollars and seventy four cents (\$152,944.74).

The Hollywood Media District BID
Second Quarter Report
April – June 2011
Page 2

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

Total 2nd quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were fifty three thousand thirty two dollars and eighty cents (\$53,032.80).

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval. The funds for this program are to be paid from the original BID which was awarded the grant. BID I repaid BID II any monies paid to Troller Mayer for their services.

Each year the BID donates funds to local non-profits within the boundaries of the district and LAPD Hollywood Division. In this quarter, the BID donated one thousand dollars (\$1,000.00) to Hollywood Police Support Association and two thousand five hundred dollars (2,500.00) to the Hollywood Fringe Festival.

A total of six hundred seventy six dollars and eighty six cents (\$676.86) was paid for newsletter copying and postage. The BID a LADWP Holiday Décor grant in the amount of four thousand four hundred and ninety five dollars (\$4995.00).

The BID purchased 13 Keystone Ridge litter receptacles to replace ones that were badly damaged and ordered additional adopt-a-baskets through the City of Los Angeles. The BID paid to bolt and weld all of the litter receptacles in the district, repaint those that were in need and apply our logo to those that were missing at a cost of ten thousand eighty five dollars (\$10,085.00). The BID also paid Ultrasigns one thousand and twenty dollars (\$1,020.00) to repair the gateway sign at Highland and Melrose.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars

The Hollywood Media District BID
Second Quarter Report
April – June 2011
Page 3

(\$6,300.00), as well as the administrative assistant, which totaled six hundred fifty dollars and three cents (\$650.03).

Total 2nd Quarter Improvements and Marketing expenditures were seven thousand nine hundred thirty two dollars and thirteen cents (\$7,932.13).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax, payroll services, gas reimbursement, postage, membership subscriptions and taxes.

Total management expenditures for this quarter were twenty three thousand one dollars and one cents (\$22,001.01).

In this Quarter, the BID received one hundred nine thousand nine hundred fifty five dollars and eighty four cents (\$109,955.84) in assessments, five hundred sixty five dollars and nineteen cents (\$565.19) in accrued interest and one hundred eighteen dollars and twenty one cents (\$118.21) in total money market interest.

Special Projects/Contingency:

Each year the Board of Directors gathers for a holiday dinner; board members reimburse the BID however staff and several vendors are paid for. Total reimbursements for the holiday dinner were forty five dollars (\$45.00). The BID sent flowers to a former Board member who was hospitalized in the amount of eighty seven dollars and seventy nine cents (\$87.79).

2:08 PM
08/05/11
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
April through June 2011

	Apr - Jun 11
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	565.19
Property Tax Assessments - Other	109,955.84
Total Property Tax Assessments	110,521.03
Interest Income	118.21
Total Income	110,639.24
Expense	
Security	
signs	0.00
green tags	99.87
Business Cards	53.78
Cell Phone/Telephone	490.49
office	
repairs	1,982.03
water cooler	180.00
Total office	2,162.03
Patrol Car	
gas/maintenance	1,512.54
Total Patrol Car	1,512.54
Security Camera	5,865.00
Admin	5,774.58
Admin Assistant	1,117.30
Uniforms	1,133.64
Security Services	133,211.64
Security Lights	1,201.11
Utilities - Security Office	322.76
Total Security	152,944.74
Cleaning and Maintenance	
Admin	3,465.00
Admin Assistant	1,117.30
Cleaning and Maintenance - Other	48,450.50
Total Cleaning and Maintenance	53,032.80
Improvements and Marketing	
litter receptacles	10,085.00
holiday decor	-4,995.00
Newsletter	
Postage	352.00
Newsletter - Other	324.86
Total Newsletter	676.86
Admin	6,300.00
Admin Assistant	650.03
Community Improvement	
grants	3,500.00
MTA Grant	
Wayfinding Grant	-9,304.76
Total MTA Grant	-9,304.76
Total Community Improvement	-5,804.76
Gateway/Highland	
Gateway Project, repair	1,020.00
Total Gateway/Highland	1,020.00
Improvements and Marketing - Other	0.00
Total Improvements and Marketing	7,932.13

2:08 PM
08/05/11
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
April through June 2011

	Apr - Jun 11
Management	
Dues and Membership, Chamber	320.00
Internet Service	320.00
Tax & License	20.00
Payroll Service	473.69
Management Consulting	8,085.42
Assistant	6,423.05
Insurance - Health	1,186.84
Taxes - Payroll	712.04
Accounting/Legal	3,335.00
Telephone	724.93
Postage/Messenger	54.13
Meeting Supplies	293.82
Office Expense	52.09
Total Management	22,001.01
Special Projects	
Contingency, flowers	87.79
Holiday Dinner	-45.00
Total Special Projects	42.79
Total Expense	235,953.47
Net Ordinary Income	-125,314.23
Net Income	-125,314.23

2:09 PM
08/05/11
Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of June 30, 2011

	<u>Jun 30, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Private Bank Checking	16,438.30
Private Bank MM BID II	150,583.42
Citibank	10,195.93
Wells Fargo	33,839.84
Total Checking/Savings	<u>211,057.49</u>
Total Current Assets	<u>211,057.49</u>
TOTAL ASSETS	<u><u>211,057.49</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Taxes Withheld	5,917.50
Total Other Current Liabilities	<u>5,917.50</u>
Total Current Liabilities	<u>5,917.50</u>
Total Liabilities	<u>5,917.50</u>
Equity	
Accumulated Fund Balance	137,406.29
Net Income	67,733.70
Total Equity	<u>205,139.99</u>
TOTAL LIABILITIES & EQUITY	<u><u>211,057.49</u></u>

The Hollywood Media District Business Improvement District

3rd Quarterly Report
~~April - June~~ 2011
July - September

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

Susan Levi & Associates, Inc.
13029 A Victory Blvd., #319
North Hollywood, CA 91606
818 780-9100 phone
818 780-9104 fax

342

The Hollywood Media District BID

Second Quarter Report

July – September 2011

Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, water cooler, utilities, LADWP Outdoor Security Lighting Program, new signage at the security office and, new uniforms and the BID replaced the front door at the security office. These expenses totaled six thousand four hundred sixty seven dollars and fifty three cents (\$6,467.53).

The costs associated with the patrol vehicle included: gas and maintenance at a cost of one thousand nine dollars and twenty one cents (\$1,009.21).

In this quarter, the BID incurred a total of one hundred thirty eight thousand two hundred sixty five dollars and forty three cents (\$138,265.43) for security services and seven thousand one hundred thirty one dollars and fifty three cents (\$7,131.53) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 3rd quarter security expenditures were one hundred fifty eight thousand seven hundred thirty eight dollars and seventy cents (\$158,738.70).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID. In this quarter the BID planted an additional 29 trees.

Total 3rd quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were sixty thousand two hundred thirty nine dollars and 32 cents (\$60,239.32).

3 **The Hollywood Media District BID**

~~Second~~ Quarter Report

July – September 2011

Page 2

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval. The funds for this program are to be paid from the original BID which was awarded the grant. BID I repaid BID II any monies paid to Troller Mayer for their services.

A total of three hundred ninety eight dollars and thirty three cents (\$398.33) was paid for newsletter copying and postage. The BID was awarded a LADWP Holiday Décor grant in the amount of four thousand four hundred and ninety five dollars (\$4995.00) which was received in this quarter.

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled seven hundred ninety one dollars and fifty six cents (\$791.56).

Total 3rd Quarter Improvements and Marketing expenditures were three thousand eight hundred eighty nine dollars and ninety cents (\$3,889.90).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, membership subscriptions and taxes.

Total management expenditures for this quarter were nineteen thousand four hundred twenty six dollars and seventy cents (\$19,426.70).

3d
The Hollywood Media District BID
Second Quarter Report
July – September 2011
Page 3

In this Quarter, the BID received three hundred eighty eight thousand one hundred ninety two dollars and seventy six cents (\$388,192.76) in assessments, two hundred thirty one dollars and ninety one cents (\$231.91) in accrued interest and one hundred nine dollars and sixty six cents (\$109.66) in total money market interest.

Special Projects/Contingency:

Each year the BID's stakeholders gather for its Annual Meeting, costs associated with this event totaled four thousand eight hundred twenty eight dollars and seventy one cents (\$4,828.71). Many of the BID Consortium members donated funds to sponsor Miranda Paster's trip to the IDA conference in the amount of three hundred and thirty five dollars.

Total Special Projects/Contingency expenditures in this quarter were five thousand one hundred sixty three dollars and seventy one cents (\$5,163.71).

2:38 PM
11/01/11
Cash Basis

Hollywood Media District Property Owners' Association

Profit & Loss

July through September 2011

	Jul - Sep 11
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	231.91
Property Tax Assessments - Other	388,192.76
Total Property Tax Assessments	388,424.67
Interest Income	109.66
Total Income	388,534.33
Expense	
Security	
signs	2,480.00
Cell Phone/Telephone	339.89
office	
water cooler	135.00
Total office	135.00
Patrol Car	
gas/maintenance	1,009.21
Total Patrol Car	1,009.21
Security Camera	5,865.00
Admin	5,774.58
Admin Assistant	1,356.95
Uniforms	1,712.16
Security Services	138,265.43
Security Lights	749.75
Utilities - Security Office	1,050.73
Total Security	158,738.70
Cleaning and Maintenance	
Admin	3,465.00
Admin Assistant	1,356.95
Landscape & Maintenance	
trees	2,951.93
Total Landscape & Maintenance	2,951.93
Cleaning and Maintenance - Other	52,465.44
Total Cleaning and Maintenance	60,239.32
Improvements and Marketing	
holiday decor	-2,000.00
Newsletter	
Postage	220.00
Newsletter - Other	178.33
Total Newsletter	398.33
Admin	6,300.00
Admin Assistant	791.56
Community Improvement	
MTA Grant	
Wayfinding Grant	-1,599.99
Total MTA Grant	-1,599.99
Total Community Improvement	-1,599.99
Total Improvements and Marketing	3,889.90
Management	
Internet Service	100.00
Tax & License	75.00
Payroll Service	491.19
Management Consulting	8,085.42
Assistant	7,802.20

2:38 PM
11/01/11
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
July through September 2011

	<u>Jul - Sep 11</u>
Insurance - Health	859.88
Taxes - Payroll	865.04
Accounting/Legal	364.00
Telephone	315.11
Postage/Messenger	4.64
Office Supplies	186.77
Meeting Supplies	277.45
Total Management	<u>19,426.70</u>
Special Projects	
Contingency	335.00
Annual Meeting	4,828.71
Total Special Projects	<u>5,163.71</u>
Total Expense	<u>247,458.33</u>
Net Ordinary Income	<u>141,076.00</u>
Net Income	<u><u>141,076.00</u></u>

Hollywood Media District Property Owners' Association
Balance Sheet
As of September 30, 2011

	<u>Sep 30, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Private Bank Checking	1,057.12
Private Bank MM BID II	307,027.73
Citibank	10,200.27
Wells Fargo	33,848.37
Total Checking/Savings	<u>352,133.49</u>
Total Current Assets	<u>352,133.49</u>
TOTAL ASSETS	<u><u>352,133.49</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Taxes Withheld	5,917.50
Total Other Current Liabilities	<u>5,917.50</u>
Total Current Liabilities	<u>5,917.50</u>
Total Liabilities	<u>5,917.50</u>
Equity	
Accumulated Fund Balance	137,406.29
Net Income	208,809.70
Total Equity	<u>346,215.99</u>
TOTAL LIABILITIES & EQUITY	<u><u>352,133.49</u></u>

The Hollywood Media District Business Improvement District

Quarterly Report October – December 2011

Presented By:

The Hollywood Media District Business Improvement District

Prepared By:

**Susan Levi & Associates, Inc.
13029 A Victory Blvd., #319
North Hollywood, CA 91606
818 780-9100 phone
818 780-9104 fax**

The Hollywood Media District BID
Fourth Quarter Report
October – December 2011
Page 1

Public Safety:

Universal Protection Services continues to provide bike patrol, as well as patrol in a vehicle purchased by the BID, to deter crime by maintaining a visible presence and conducting arrests as necessary throughout the district. Shifts and deployments are varied so that any criminal element in the area may not stay abreast of the patrol patterns. UPS works closely with the LAPD, and has had a significant impact in reducing crime and ensuring safety in the district.

Because of the valued efforts put forth by UPS to ensure the safety of the district, several other expenses were incurred by the BID as necessary expenditures in the operation and maintenance of the security office. The BID incurred the following expenses: cell phone/telephone, water cooler, utilities, LADWP Outdoor Security Lighting Program, and holiday bonuses. These expenses totaled three thousand nine hundred seventy three dollars and fifty six cents (\$3,973.56).

The costs associated with the patrol vehicle included: gas and maintenance at a cost of nine ninety nine dollars (\$999.00).

In this quarter, the BID incurred a total of one hundred fifty nine thousand seven hundred thirty dollars and fifty one cents (\$138,265.43) for security services and seven thousand one hundred thirty one dollars and fifty three cents (\$7,131.53) in administrative expenses.

The BID entered into a maintenance contract with Metro Video for the five surveillance cameras including the shared equipment at LAPD's Hollywood Division in the amount of five thousand eight hundred and sixty five dollars (\$5,865.00).

Total 4th quarter security expenditures were one hundred seventy seven thousand six hundred ninety nine dollars and sixty cents (\$177,699.60).

Maintenance:

The Hollywood Beautification Team (HBT) provides the maintenance for the District. They remove graffiti and weeds; they water and maintain the trees, planters and medians; empty all trash receptacles, and they power-wash the district on a regular basis. There has been a noticeable improvement in the aesthetic quality of the BID.

Total 3rd quarter maintenance expenditures, including the Hollywood Beautification Team services, tree pruning, uniforms and administrative expenses, were fifty five thousand two hundred seventy nine dollars and ninety two cents (\$55,279.92).

The Hollywood Media District BID
Fourth Quarter Report
October – December 2011
Page 2

Community Improvements:

The BID continues to work with the Bureau of Street Services and the Department of Transportation to expedite the implementation of the MTA Call for Projects Grant and finalize the scope of services. The Bus Stop Improvement Grant and the Pedestrian Improvement Grant have been completed including decorative bus stops and the construction of three medians along Highland between Waring and Santa Monica, the installation of Pedestrian Lighting and decorative crosswalks. The scope of the Wayfinding Grant has been determined and we are waiting for DOT to implement that grant. The BID contracted with Troller Mayer & Associates to prepare the construction drawings to submit for B permit approval. The funds for this program are to be paid from the original BID which was awarded the grant. BID I repaid BID II any monies paid to Troller Mayer for their services.

The BID installed decorative wreaths in this quarter in the amount of one thousand seven hundred and fifty five dollars (\$1,755.00). The made a donation to the Boys & Girls Club Thanksgiving dinner in the amount of two hundred and fifty dollars (\$250.00). The BID also renewed its banner permit in the amount of two hundred and five dollars (\$205.00).

The final costs associated with Community Improvement and Marketing expenditures are those of administrative costs, which totaled six thousand three hundred dollars (\$6,300.00), as well as the administrative assistant, which totaled seven hundred ninety one dollars and fifty six cents (\$791.56).

Total 4th Quarter Improvements and Marketing expenditures were nine thousand three hundred one dollar and fifty six cents (\$9,301.56).

Management:

Included in the program management component are the costs for a Management Consultant, Operations Coordinator, Chamber membership, office expenses, health insurance, accounting/legal fees, insurance, office/meeting supplies/equipment, phone/fax/DSL, payroll services, gas reimbursement, postage, annual Board Election, holiday bonus and taxes.

Total management expenditures for this quarter were twenty two thousand thirty eight dollars and fifty cents (\$22,038.50).

The Hollywood Media District BID
Fourth Quarter Report
October – December 2011
Page 3

In this Quarter, the BID received six thousand nine hundred twenty two dollars and fifty six cents (\$6,922.56) in assessments, one thousand twenty five dollars (\$1,025.00) in accrued interest and sixty nine dollars and nineteen cents (\$69.19) in total money market interest.

Special Projects/Contingency:

Each year the BID's Board of Directors gather for its Annual Holiday Dinner, Board members reimburse the BID but staff and some vendors are paid for by the BID. Total amount for this dinner was two hundred sixty dollars and sixty five cents (\$260.65).

Total Special Projects/Contingency expenditures in this quarter were two hundred sixty dollars and sixty five cents (\$260.65).

11:14 AM
03/13/12
Cash Basis

Hollywood Media District Property Owners' Association

Profit & Loss

October through December 2011

	Oct - Dec 11
Ordinary Income/Expense	
Income	
Property Tax Assessments	
Accrued Interest	1,025.00
Property Tax Assessments - Other	6,922.56
Total Property Tax Assessments	7,947.56
Interest Income	69.19
Total Income	8,016.75
Expense	
Security	
holiday bonus	1,425.00
Cell Phone/Telephone	510.53
office	
water cooler	135.00
Total office	135.00
Patrol Car	
gas/maintenance	999.00
Total Patrol Car	999.00
Security Camera	5,865.00
Admin	5,774.58
Admin Assistant	1,356.95
Security Services	159,730.51
Security Lights	657.75
Utilities - Security Office	1,245.28
Total Security	177,699.60
Cleaning and Maintenance	
Admin	3,465.00
Admin Assistant	1,356.95
Cleaning and Maintenance - Other	50,457.97
Total Cleaning and Maintenance	55,279.92
Improvements and Marketing	
holiday decor	1,755.00
Admin	6,300.00
Admin Assistant	791.56
Community Improvement	
grants	250.00
Total Community Improvement	250.00
Marketing - Website, Signs,	205.00
Total Improvements and Marketing	9,301.56
Management	
Annual Board Election	247.16
Internet Service	300.00
Payroll Service	491.19
Management Consulting	8,085.42
Assistant	
Bonus	500.00
Assistant - Other	7,802.20
Total Assistant	8,302.20
Insurance - Health	1,719.76
Taxes - Payroll	865.03
Telephone	425.76
Postage/Messenger	132.00
Office Supplies	870.66
Meeting Supplies	599.32
Total Management	22,038.50

11:14 AM
03/13/12
Cash Basis

Hollywood Media District Property Owners' Association
Profit & Loss
October through December 2011

	<u>Oct - Dec 11</u>
Special Projects	
Holiday Dinner	<u>260.65</u>
Total Special Projects	<u>260.65</u>
Total Expense	<u>264,580.23</u>
Net Ordinary Income	<u>-256,563.48</u>
Net Income	<u><u>-256,563.48</u></u>

11:14 AM
03/13/12
Cash Basis

Hollywood Media District Property Owners' Association
Balance Sheet
As of December 31, 2011

	<u>Dec 31, 11</u>
ASSETS	
Current Assets	
Checking/Savings	
Private Bank Checking	9,334.89
Private Bank MM BID II	42,182.54
Citibank	10,207.78
Wells Fargo	33,856.90
Total Checking/Savings	<u>95,582.11</u>
Total Current Assets	<u>95,582.11</u>
TOTAL ASSETS	<u>95,582.11</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Taxes	10.00
Payroll Taxes Withheld	5,917.50
Total Other Current Liabilities	<u>5,927.50</u>
Total Current Liabilities	<u>5,927.50</u>
Total Liabilities	<u>5,927.50</u>
Equity	
Accumulated Fund Balance	137,406.29
Net Income	-47,751.68
Total Equity	<u>89,654.61</u>
TOTAL LIABILITIES & EQUITY	<u>95,582.11</u>

